

# RIVERSIDE OUTLOOK

January 2011



## Renaissance in review 2010

2010 has been a year of milestones, marked by the completion of important projects that will have lasting benefits for local residents and businesses long after the actual dates of accomplishment have faded from memory.

Some highlights of projects that were completed during 2010, include:



- **Fox Performing Arts Center** opened to a full house in January with Sheryl Crow as the opening performer. Construction included an expanded stage area, new stage floor, seats, lighting, audio-visual technology, a restored decorative ceiling and a refurbished lobby.

- The new and improved **Main Street Riverside** is now polished with new landscaping, art, fountains, sewer drains and electrical service.

- **Fairmount Park Playground** unveiled a circus-themed, universally accessible play area for all residents to enjoy.

- The **Columbia Avenue Grade Separation** is now open to free-flowing traffic.

- The completion of the **Victoria Avenue** improvements now showcase a historic parkway with new trees and roses, a repaired bike route and walking paths.

- The new **Arlanza Library** offers residents another option to access books and multi-media, conduct research and utilize computers for adults, teens and children.

- Ramona and Arlington High Schools, Pop Warner and Junior All-American football programs proudly call **Ramona Stadium** "home" with its new artificial turf field.

- The highly-anticipated **Arlington Heights Sports Park** provides three lighted baseball fields and eight lighted football/soccer fields, playground, picnic shelters and basketball courts.



- The new **La Sierra Senior Center** features a fitness center, computer lab, library, banquet room, fireplace lounge, game room, and arts and crafts room.

As we get ready for 2011, the momentum doesn't stop! Here are some upcoming projects we can look forward to:

- The **Riverside Aquatics Complex** which includes an Olympic-sized competition pool, competitive diving, water polo and synchronized swimming venues, and separate aquatics training areas will make its debut this month.

- The construction of the **Magnolia Avenue Grade Separation** is underway and expected to be completed by fall 2011.

- Construction has begun on the **Fox Entertainment Plaza**, a multi-purpose facility with a 400-space parking garage, 10,000 square feet of exhibit space, 12,000 square feet of restaurant and retail space, and a 4,000-square-foot black box theater.

We may someday forget exactly when the improvements were made to a neighborhood park or what year the new library opened, but it is this diligent support for real, achievable projects that enhance the quality of life in our City that attracted the notice of a panel of judges at the 2010 International Awards for Livable Communities. Praise like this only confirms what Riversiders have always known: the City of Riverside is an outstanding place to live, work and play!

*For more information about the City of Riverside, visit [RiversideCa.gov](http://RiversideCa.gov).*

## Articles

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# A vision today for an art-full tomorrow



The Fox Performing Arts Center provides a grand entertainment experience with an awe-inspiring historical aura. It offers its audience a true convenience, value and luxury to enjoy – one that caters to a variety of tastes from classic rock artists to classical symphonies; from popular comedians to memorable Broadway shows.

The champions of the Fox Performing Arts Center – Fox Riverside Theater Foundation – offer devoted patrons with a passion for the arts a way to help expand on its success.

Over forty businesses and hundreds of individuals have invested in the Fox Foundation in its first year to ensure that the stage lights shine brightly now and for future generations. Fox Foundation supporters have sponsored children and youth to attend shows at the Fox as well as provide underwriting for affordable performances.

The Foundation's Chairman, Duane Roberts echoes the sentiments of the entire membership, inviting all Riversiders to "join in supporting our first-class regional facility that offers the highest quality professional and community-based performing arts." There are sponsorship levels to accommodate a range of budgets. Contributions are tax deductible and donors are recognized for their generous gifts.

*For a closer look at the Fox Foundation and its opportunities, visit us at [RiversideFoxFoundation.com](http://RiversideFoxFoundation.com) or on Facebook at Fox Theater Foundation*

## Riverside business unveils new culture

Organize.com, a leading online retailer of home storage and organization consumer products, recently unveiled a new culture and core values to their employees with the launch of their Mission to Organize – Powered by Passion.

In an effort to celebrate, maintain and attract great employees, Terry and Deborah Shearer spent more than two years studying company cultures and values such as Starbucks, Apple and Southwest Airlines as well as surveying their own employees. They took all the information they collected and developed a new culture and core values.

Organize.com identified twelve core values to help the company continue to grow. These values are: excite the customer, create a positive and happy environment, be passionate and determined with spirit, be humble, help others be successful, embrace change, be accountable, build teams and relationships with trust, honesty and respect, practice growth and learning, be creative and almost magical, be profitable and always remember the Golden Rule. These values allow their employees to flourish in a creative and productive environment.

Organize.com opened its first retail store in Riverside in 1998 and the following year began its transition to becoming an online business. Today they operate exclusively as an online-only business with 35 employees at their processing center in Riverside.

## Bidding opportunities in Riverside



The City of Riverside welcomes your interest in doing business with us. The City processes nearly \$240 million in orders and contracts annually, operating under a centralized purchasing division established by our City Charter.

Everything that is required to keep the City operating on a daily basis, from office supplies to equipment, computers and vehicles is procured through the Purchasing Division. Services include building and road construction, street repairs, landscape maintenance, printing, temporary staffing and security services to name a few.

The City of Riverside is all about supporting local businesses as much as possible. All Riverside business owners are encouraged to register on the City's Web site under "Doing business here as a prospective bidder." Once your registration is activated, you will be notified via email of all bid opportunities that fit within your company's profile. It's very easy and it works!

On February 23, 2011, from 1 - 4 p.m., the Purchasing Division invites all who are interested to attend an information session at City Hall in the 7th floor Mayor's Ceremonial Room on "How to do Business with the City."

*For more information, call 826-5561.*



## Residents urged to register cell phones for Reverse 911



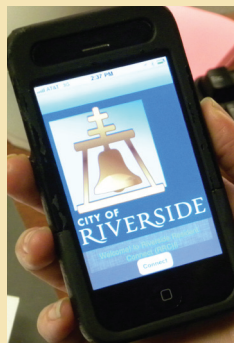
The Riverside Police Department is asking residents to register their cell phone numbers with the City's Reverse 911 system. The system is used to make automated calls to alert residents and businesses about safety emergencies and give information on evacuations, road closures and other public safety news.

The system currently contains more than 260,000 phone numbers tied to land lines. A new online feature was added that lets people add their cell phone numbers to the system. The ability to notify residents by way of cell phone can be invaluable if they are at work, on vacation or no longer have a land line. Studies show that over the last few years people have been giving up their home phones and relying solely on cell phones for mobility and convenience.

The City is urging residents to register their cell phone numbers and planning more ways to use the system.

***For more information or to register, visit [RiversideCa.gov/services.asp](http://RiversideCa.gov/services.asp)***

## There's an "app" for that!



The City of Riverside has developed a FREE 311 iPhone application for reporting problems to the City using an iPhone. The 311 Riverside app allows anyone to take a picture of a problem and email it to the Call Center with their comments and the GPS location where the photo was taken.

The Call Center, which handles complaints regarding code violations, graffiti, missing trash pickup, potholes, broken streetlights, damaged trees and other issues, routes the reported issue to the appropriate department for correction. In addition to the iPhone app, citizens can call 826-5311 or browse to [RiversideCa.gov](http://RiversideCa.gov) to report problems.

The 311 Riverside iPhone application can be downloaded for FREE through the iPhone App Store. Search for City of Riverside, Riverside 311 or Riverside Resident Connect on your iPhone to locate the application. The first time that you use the app, it will request your permission to use location services to access your phone's position which allows the problem to be reported with the location where the photo was taken.

## City channel offers local choice for viewers

Riverside's cable consumers on Charter, Verizon and AT&T can use their remote to find out about the City's goals, programs and projects – simply by watching TV. The Government Channel offers viewers a wide spectrum of programming, including the weekly City Council meetings on Tuesdays. Programs throughout the day offer local news as well as shows about the City's rich architectural, historical, sports, art and culinary scenes.

Largely produced in-house by the City's video production unit, local programming such as "Riverside Today," "Historic Destinations," "Flavor of Riverside," "Active Riverside" and "My Kind of Town" are giving

Riverside residents the only avenue to view exclusive local programming.

In addition, the channel broadcasts weekly live city council meetings. It also recently produced the live telecast of the Festival of Lights -- a first for viewers. According to Cindie Perry, Intergovernmental and Communications Officer for the City, "This channel is expanding with new shows and events every day and we're the only channel that offers programs about Riverside for Riverside."

***Viewers can tune in to Channel 3 on Charter; Channel 21 on Verizon Fios; and Channel 99 on AT&T.***

# GREEN POWER TO THE PEOPLE!

Green Power is environmentally friendly electricity that is produced using renewable resources. Riverside Public Utilities receives 20% of its power from renewable resources such as wind, solar, geothermal, and hydroelectric power. Power produced by these types of generation is cleaner than most other sources.

As we look to the future of a cleaner, greener community we are mindful of the fact that we can all begin right now with small but important first steps. When you change to compact fluorescent light bulbs, add extra insulation to your home and switch to Energy Star® appliances, you help conserve our resources and ensure Riverside's sustainable future.

Thank you for your commitment to a Green Riverside.

WATER | ENERGY | LIFE



PUBLIC UTILITIES

For more  
information call  
951.826.5485  
or visit  
[GreenRiverside.com](http://GreenRiverside.com)



# Community Events Calendar

## January

**14**  
**The Fabulous Thunderbirds**  
UCR University Theatre  
8 p.m.  
For more info call 827-4331

**16**  
**IntraUrban: Plan + Sustain Art Exhibition**  
Riverside Arts Project  
noon – 6 p.m.  
For more info call 680-1345

**17**  
**Martin Luther King Jr. Walk-a-Thon**  
Stratton Community Center  
Walk begins at 10:30 a.m.  
Entertainment 1 – 3 p.m.  
For more info call 826-2000

**19**  
**55+ Festive Potluck**  
Stratton Community Center  
11 a.m. – 1 p.m.  
For more info call 826-2000

**Create and Take a Craft for Kids**  
Arlanza Library  
3:30 p.m.  
For more info call 826-5201

**Dance Workshop, Riverside Dickens Festival**  
All Saints Episcopal Church  
7 p.m.  
For more info call 781-3168

**21**  
**Third Friday Block Party**  
Main St. (between University Ave. and 5th St.)  
4 – 8 p.m.  
For more info call 682-9102

**The Young Man from Atlanta**  
Riverside Community Players  
8 p.m.  
For more info call 686-4030

**22**  
**Grand Opening Celebration of the Riverside Aquatics Complex**  
Poolside at Riverside Community College  
10 a.m. – 2 p.m.  
For more info call 222-8958

**Riverside Dickens Festival**  
Riverside Convention Center  
10 a.m.  
For more info call 781-3168

**Riverside Dickens Festival Evenson**  
Riverside First Congregational Church  
5:30 p.m.  
For more info call 788-6207

**Rachel Barton Pine with Riverside County Philharmonic**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**24**  
**55+ Riverside Walkers Club**  
La Sierra Senior Center  
9:30 – 10:30 a.m.  
For more info call 351-6435

**25**  
**55+ Reading Book Club**  
Dales Senior Center  
9 – 11 a.m.  
For more info call 826-2047

**Preschool Storytime**  
Orange Terrace Library  
11 a.m.  
For more info call 571-0281

**Family Storytime**  
Downtown Library  
11 a.m.  
For more info call 826-5201

**27**  
**Storytime**  
Casa Blanca Library  
5:30 p.m.  
For more info call 826-2120

**Shanghai Quartet**  
UCR University Theatre  
8 p.m.  
For more info call 827-4331

**28**  
**Arlington High School's Battle of the Bands**  
Lion Den, Arlington High School  
7 p.m.  
For more info call 352-8316

**Monty Python's Spamalot**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**29**  
**Lunar Fest**  
Downtown Riverside  
10 a.m. – 6 p.m.  
For more info call 453-3548

**Monty Python's Spamalot**  
Fox Performing Arts Center  
2 and 8 p.m.  
For more info call 779-9800

**Daniel Bernard Roumain**  
Culver Center for the Arts  
8 – 10 p.m.  
For more info call 827-3755

**30**  
**Monty Python's Spamalot**  
Fox Performing Arts Center  
1 and 6 p.m.  
For more info call 779-9800

**The Sound of Music**  
Landis Performing Arts Center  
2 p.m.  
For more info call 222-8100

## February

**2**  
**Preschool Storytime and Crafts for Kids**  
Casa Blanca Library  
11:30 a.m.  
For more info call 826-2120

**3**  
**55+ Popcorn and Movies**  
Dales Senior Center  
12:30 – 2:30 p.m.  
For more info call 826-2047

**Riverside Arts Walk**  
Downtown Riverside  
6 – 9 p.m.  
For more info call 682-6737

**5**  
**The Sound of Music**  
Landis Performing Arts Center  
2 and 8 p.m.  
For more info call 222-8100

**Cultural Prosthetics Art Exhibition Opening Reception**  
Culver Center of the Arts  
6 – 9 p.m.  
For more info call 827-3755

**6**  
**The Young Man from Atlanta**  
Riverside Community Players  
2 p.m.  
For more info call 686-4030

**First Sundays at Riverside Art Museum**  
Riverside Art Museum  
1 – 4 p.m.  
For more info call 684-7111

**8**  
**55+ Breakfast Club**  
La Sierra Senior Center  
9:30 – 10:30 a.m.  
For more info call 351-6435

**55+ Line Dancing**  
Bordwell Park  
9:30 – 10:30 a.m.  
For more info call 826-2000

**9**  
**55+ Valentine's Day Luncheon**  
Dales Senior Center  
11 a.m. – 1 p.m.  
For more info call 826-2047

**Tales and Tunes Storytime for Kids**  
Eastside Library  
5 p.m.  
For more info call 684-8437

**11**  
**Joe**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**12**  
**Burt Bacharach**  
Fox Performing Arts Center  
8 p.m.  
For more info call 779-9800

**14**  
**Preschool Storytime for Kids**  
Marcy Branch Library  
10:30 a.m.  
For more info call 682-5524

**17**  
**Homework Club for Kids**  
La Sierra Library  
3 p.m.  
For more info call 688-7740

**ODC/Dance Performance**  
UCR University Theatre  
8 p.m.  
For more info call 827-4331

**19**  
**Riverside Raincross 5K Run**  
Fairmount Park  
7:30 a.m.  
For more info call 826-2000

FOR MORE DETAILED INFORMATION ON RIVERSIDE EVENTS CHECK OUT **RiversideCa.gov**



**Rachel Barton Pine**  
JAN. 22



**Monty Python's SPAMALOT**  
JAN 28-30



**Joe**  
FEB. 11



**FOX**  
Performing Arts Center  
Riverside, California

Tickets are on sale at the  
Fox Box Office or go online at:  
**www.FoxRiversideLive.com**



**Downtown Farmers Market Riverside**

**Saturdays**  
8 a.m. - 1 p.m.  
Main Street  
between Fifth and Sixth Streets









No Dogs Allowed - California Health and Safety Code Sec. 114371.d



City of Arts & Innovation

## Riverside Outlook

January 2011

Published by the  
City of Riverside  
3900 Main Street  
Riverside, CA 92522

Mayor:  
Ronald O. Loveridge  
City Council Members:

Mike Gardner	Ward 1
Andy Melendrez	Ward 2
Rusty Bailey	Ward 3
Paul Davis	Ward 4
Chris Mac Arthur	Ward 5
Nancy Hart	Ward 6
Steve Adams	Ward 7

City Manager:  
Bradley J. Hudson

# 826-5311

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To receive weekly Outlook updates, sign-up at [RiversideCa.gov](http://RiversideCa.gov)

## GRAND OPENING CELEBRATION

SATURDAY, JANUARY 22

10 A.M. ~ 2 P.M.

POOLSIDE AT  
RIVERSIDE CITY COLLEGE

RIVERSIDE  
AQUATICS  
COMPLEX



RIVERSIDE COMMUNITY COLLEGE DISTRICT  
FOUNDATION



City of Arts & Innovation  
[ExploreRiverside.com](http://ExploreRiverside.com)



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